

26<sup>th</sup> June 2023

## **Urb-it integrates with leading global returns management specialist ReBound to offer sustainable returns for customers around the UK, France, and Spain**

Urb-it is pleased to announce that it has integrated with leading returns management specialist ReBound. This means Urb-it's paperless returns service is available for ReBound customers and their consumers. The business manages returns for some of the world's leading brands such as Columbia Sportswear and Pepe Jeans London and powers millions of return transactions every year.

Through a combination of advanced technology and intelligent, global logistics, ReBound enables easy omnichannel returns for brands and their consumers. ReBound provides brands with a complete ecosystem of suppliers and partners to handle their global, end-to-end returns.

ReBound is a Reconomy Group company, an innovative, tech-led provider of circular economy-focused services, with the purpose of creating a truly sustainable world by conserving finite resources.

Kevin Kviblad, CEO Urb-it said:

“We are delighted to start collaborating with ReBound, a leader when it comes to developing returns management solutions for brands in the fashion, beauty, and technology industries, which are our biggest segments. Both ReBound and their customers prioritize green solutions, meaning that there is a demand for sustainable return services such as Urb-it's collection service.”

### **For further information please contact:**

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### **About Urb-it AB (publ) | B Corp certified**

Urb-it is a rapidly growing sustainable logistics platform with a vision to transform urban logistics, one delivery at a time. We deliver urban logistics services that create a positive impact on society and the environment. We partner with brands to deliver the last mile sustainably and efficiently in urban areas across Europe.

Our customer-centric last mile delivery services are conducted by our employed couriers on our 100% e-cargo bike fleet. This reduces emissions, congestion, and noise pollution - creating healthier cities.

We are a B Corp certified business, meaning we meet and have committed to the highest verified standards of social and environmental performance. We are currently operating in urban areas in Europe's largest e-commerce markets – France, the UK and Spain. Our ambition is to expand into other major e-commerce markets across Europe in the coming years.

In 2022, Urb-it won Best Supply Chain Solution Award at The Retail Supply Chain & Logistics Expo.

Founded in 2014, Urb-it is a Swedish entrepreneurial company headquartered in Stockholm and listed on Nasdaq First North Growth Market.

Find out more about Urb-it here:

[www.urb-it.com](http://www.urb-it.com)

### **About ReBound**

ReBound is a Reconomy Group company. The Reconomy Group is an innovative, tech-led provider of circular economy-focused services, with the purpose of creating a truly sustainable world by conserving finite resources. Supporting businesses around the world to improve their ESG outcomes, the Reconomy Group delivers services through three main verticals - Recycle, Comply and Re-use.

ReBound contributes to achieving the mission of the Reconomy Group's Re-use division:

Providing intelligent technology platforms and agile, circular logistics to deliver the best global sustainable omnichannel pre-retail and returns experience to our customers and their consumers.

Find out more about ReBound here:

[www.reboundreturns.com](http://www.reboundreturns.com)